

VERMONT TOBACCO EVALUATION AND REVIEW BOARD
Cessation Committee

Thursday February 19, 2015
1:00 p.m. – 2:30 p.m.
Vermont Arts Council, Montpelier, VT

MINUTES

Present: Rhonda Williams, Amy Brewer, Greg MacDonald, MaryKate Mohlman, Jenney Samuelson

Update on cessation data

Rhonda provided data on cessation program outcomes and results. Slides/data are available by contacting Barbara Moeykens at the Vermont Department of Health.

Total number of Vermonters served by Quit by Phone and Quit Online in 2014 is 3,645 compared to 2,260 in 2013. This is a 61% increase. Most growth of access has been online. Successes attributable to the new branding, reaching audience better, new digital methods to reach smokers, and reallocation of funding to target cessation outreach and services, better market research and different, more effective avenues for reaching low income smokers.

Rhonda also provided VT Quit Partners Fall 2014 Media Overview and 2015 media plan

Committee asked questions pertaining to data around young adults and pregnant women enrolling in services which wasn't provided in the presentation packet. Rhonda will send data to committee.

Committee commended VDH for their important work and the successes.

Teen Cessation

Rhonda shared that the VDH and AOE budgets will no longer be supporting the NOT program. Is it that NOT is not meeting the needs of students in schools? Or is it the NOT curriculum itself? The sense of this is that the trend of less participation has to do with both factors.

Medicaid Benefit Expansion and Promotion Initiative

Medicaid will promote the benefit expansion (as of jan 1, 2014 tobacco treatment codes for providers and qualified tobacco treatment specialists, for individual and group face-to-face counseling, up to 16 visits). More on this at the next VTERB meeting. This will include new messaging to providers, new provider page on 802 quits. This will support health care providers to increase their comfort with messaging around tobacco cessation.

Next meeting:

Monday, June 15, 2015

**Vermont Arts Council, 136 State Street, Montpelier (green building
next door to Montpelier Visitors Center)**